

Finley
9/6/54

fashion calendar

circle

7-4447

35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, SEPTEMBER 6, 1954</u>			
Sept. 6	LABOR DAY (Monday)--Legal Holiday.		
Monday Sept. 6- Sept. 7	ANNUAL FASHION AWARDS AT EXPOSITION IN DALLAS The Neiman-Marcus Seventeenth Annual Awards for distinguished service in the field of fashion will be presented to Marchese Emilio Pucci of Italy, creator of sportswear; Herbert and Beth Levine, American shoe designers; and James Galanos, young California designer of Greek extraction. Contact: Kay Kerr, LO. 4-1200 in N.Y.; or Marihelen McDuff at Neiman-Marcus, Dallas.	NEIMAN-MARCUS	DALLAS, TEXAS
Tuesday Sept. 7 10:00 A.M. Breakfast	PREVIEW OF CHINA, GLASSWARE, GIFTS Macy's will invite the press to breakfast to preview china, glassware and gifts from their newly decorated 8th floor. By invitation only. Publicity: Helen Law or Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Tuesday Sept. 7 10:30 A.M.	PREVIEW: INTRODUCING FIRST HOSTESS GOWNS Press preview of Christian Dior's first hostess gown collection. <u>Trade showings</u> at 2:30 P.M. on Sept. 7, 9, 10, 14. By invitation only. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR

PRESS PREVIEWS: FALL CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED AND NOTIFIED

Tuesday Sept. 7	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: CAROLYN HAIGHT,	PL. 3-4000
Wednesday Sept. 8	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF,	PL. 3-7300
Thursday Sept. 9	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH,	PL. 5-2600
Monday Sept. 13	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL: VERA BACALL,	EL. 5-6800
Tuesday Sept. 14	<u>HENRI BENDEL</u> At 11:00 A.M.	10 WEST 57TH ST. (Bendel Originals & French Imports) (Change of Time)	PUBL: FRANCES ANDERSON,	CI. 7-1100
Tuesday Sept. 14	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. (Note Change of Date)	PUBL: RASPONI ASSOC.,	TE. 8-8171
Thursday Sept. 16	<u>MAINBOCHER</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL: ELEANOR LAMBERT,	MU. 8-2130

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 7 3:00 P.M.- 6:00 P.M. Cocktails	PRIVATE SHOWING OF NEW FLOOR DESIGNS New floor designs created by William Gold will be previewed by the press and leading Interior Designers and Architects. By invitation only. Contact: Ted Materna Associates, 107 Waverly Place, AL. 4-1689.	WILLIAM GOLD, INC.	19 EAST 53RD STREET SHOWROOM
Wednesday Sept. 8 10:00 A.M.- 7:00 P.M.	PRESS PREVIEW: HOME FURNISHINGS SHOW Daily showings (Sept. 9-19) 12:00 Noon-10:30 P.M. except Sundays - 2:00 P.M. to 10:30 P.M. Admission: \$1.50. Publicity: Louise Sloane, LE. 2-0550.	NATIONAL HOME FURNISHINGS SHOW	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
Wednesday Sept. 8 12:30 P.M. Luncheon	FALL JUNIOR FASHIONS DURING LUNCHEON Fall fashions by Junior Sophisticates will be presented during luncheon. Press by invitation. Public by reservation. Contact: Headwaiter, EL.5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 8 4:00 P.M. Cocktails	PRESS PREVIEW OF ACCESSORY BAZAAR A preview of the sixth annual Accessory Bazaar, showing an international collection of imports, Macy's copies, and American originals. By invita- tion only. Publicity: Helen Law or Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Sept. 8	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 1).		
Thursday Sept. 9 11:00 A.M.	PRESS PREVIEW OF HOWARD GREER FASHIONS Jay Thorpe will invite the press to preview Howard Greer's Fall collection. <u>Customer showing at 2:30 P.M.</u> By invitation. Publ.: Jane Negbaur, JU.6-1000.	JAY THORPE	4TH FLOOR
Thursday Sept. 9 1:00 P.M. Luncheon	GRABOIS FASHIONS AT LUNCHEON SHOW Press by invitation. Public by reservation; contact: PL. 9-3000. Milgrim Publ.: Rita Corey, CI. 7-7200. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	MILGRIM	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 9 2:30 P.M.	PREVIEW: SUZY PERETTE FASHIONS FOR FALL Russeks will present Fall fashions by Suzy Perette. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Sept. 9	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 1).		
Thursday Sept. 9 4:00 P.M.- 7:00 P.M. Cocktails	INTRODUCTION OF NEW FRENCH PERFUME Revillon Freres will introduce the fragrance "Detchema" to press and resident buyers at the opening of their newly decorated salon. By in- vitation only. Contact: Mr. W.C. Paige at Revillon, PL. 9-5504.	REVILLON FRERES	11 WEST 57TH STREET
Thursday Sept. 9 5:00 P.M.	TURKISH FASHIONS PRESENTED ON SLIDES The Fashion Group will present a special showing of motion picture slides of the Turkish Fashion Show, with commentary by Dorothy L. Wallis (d.l.w. of "Women's Wear Daily"). Admission: \$1.00 at door or contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	COMMUNITY CHURCH 40 EAST 35TH STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 9 5:00 P.M.- 6:00 P.M.	FALL MILLINERY AND FALL COATS Showing of "Paulette Pink" millinery by Pearl Gardner--also on 4th floor restaurant from 6:00-7:00; showing of Shagmoor coats on 2nd floor from 5:00-7:00. Press invited. Open to public. Publ.: Ruth Scott, TR. 5-7200.	ABRAHAM & STRAUS	3RD FLOOR
Friday Sept. 10 9:00 A.M.- 11:30 A.M.	PREVIEW: FABRICS, CARPETS, WALLPAPERS "The World Around Us"--F. Schumacher will preview new fabrics, carpets and wallpapers for Fall 1954. By invitation. Contact: Mrs. Gladys Coe at Schumacher, LO. 5-5700.	F. SCHUMACHER & CO.	60 WEST 40TH STREET MAIN FLOOR
Friday Sept. 10 9:00 A.M. Breakfast	PRESS PREVIEW: BACK- TO-SCHOOL FASHIONS Martin's will present their back-to-school fashions for teens. <u>Showing at 9:30 A.M.</u> By invitation only. <u>Customer showing.</u> Sat. Sept. 11 at 10:30A.M. on the 4th floor. Publicity: Rita Dobbins, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	6TH FLOOR EXECUTIVE OFFICE
Friday Sept. 10 11:00 A.M.	PREVIEW: FALL FASHIONS BY MURIEL KING Showing of Fall and Winter fashions, designed by Muriel King for Stein & Blaine; also preview of furs. By invitation. Contact: PL. 3-7700. Publicity: Muriel Francis, LE. 5-3200.	STEIN & BLAINE	13 WEST 57TH STREET 2ND FLOOR
Friday Sept. 10 12:30 P.M. Luncheon	PRESS PREVIEW OF CUSTOM MILLINERY Fall millinery by Tatiana du Plessix will be presented to the press. By invitation only. Publicity: Caroly Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY-PLAZA HOTEL LE CHATEAU - 11TH FL.
Sunday Sept. 12- Sept. 16	SHOWING OF FALL & HOLIDAY COLLECTIONS Showing of slips, gowns and negligees. Contact: Lee Goodman, LO. 4-0150.	UNDERWEAR-NEGLIGEE ASSOC. (1450 BROADWAY)	HOTEL ROOSEVELT
Monday Sept. 13 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview for the press of Bergdorf Goodman's imports. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Sept. 13	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 1).		
Tuesday Sept. 14 9:45 A.M. Breakfast	PRESS PREVIEW OF IMPORTS AND COPIES Gimbels will present their International imports and reproductions to the press. By invitation only. (Show will be repeated Monday, Sept. 20, at 1:00 P.M., Hotel Plaza - See Page 6). Publicity: Ellen Eskin or Harry Cohn, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Beginning Tuesday Sept. 14 10:30 A.M.	OPENING OF NEW DEBUTANTE COLLECTION Premiere showing of Murray Hamburger's first Debutante Ball Gown Collection, designed by Gaston Mallet. By invitation. Continuous showings daily thereafter. Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Sept. 14	HENRI BENDEL'S ORIGINALS & IMPORTS FOR PRESS AT 11:00 A.M. (See Page 1).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Sept. 14 11:00 A.M.	OPENING OF HOLIDAY AND RESORT COLLECTIONS <u>Madeleine Fauth</u> of Arkay Junior Frocks at 11:00 (thereafter at 10:00 and 2:00); <u>Anne Fogarty</u> of Margot Dresses at 2:30 (thereafter at 11:00 and 3:00); <u>Rappi</u> of Junior Formals at 4:00 (thereafter at 11:00 and 4:00). By invitation. Contact: William Durland, LO. 5-2626.	ARKAY; MARGOT; JUNIOR FORMALS	498 SEVENTH AVENUE SHOWROOMS - 19 & 20
Tuesday Sept. 14 12:30 P.M. Luncheon	COATS & SUITS AT LUNCHEON SHOW Presentation of Harry Frechtel's Fall coat and suit collection, designed by Schiaparelli. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	HARRY FRECHTEL	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Sept. 14 12:30 P.M. Buffet	CRUISE COLLECTION IN NEW SHOWROOM Opening of Kay Windsor's new showroom at a Buffet Luncheon. Showing of Cruise collection at 1:30 P.M. Luncheon on Sept. 15 at 12:30 P.M., with showing of Kay Jr. collection at 1:30 P.M. By invitation. Publicity: Helene Towers, 417 Fifth Ave., MU. 3-6955, or LA. 4-5535.	KAY WINDSOR	1400 BROADWAY SHOWROOM - 2ND FLOOR
Sept. 14	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 1).		
Tuesday Sept. 14 3:30 P.M.	RESORT & HOLIDAY SWEATERS BY BRANELL "A Touch of Cashmere"--preview of cashmere sweaters and ensembles for Resort and Holiday. By invitation. Publ: Mildred Kaldor, MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday Sept. 14 4:00 P.M. Cocktails	PRESS PREVIEW OF FLORENTINE FABRICS Macy's will present Florentine fabrics by Riverdale with coordinated home furnishings in their Plan-A-Home-Row. By invitation only. Publicity: Helen Law or Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	7TH FLOOR
Tuesday Sept. 14 4:30 P.M. Champagne	PRESS PREVIEW: FURS BY CHRISTIAN DIOR Fall fur fashions, designed by Christian Dior, will be presented to press and customers. By invitation only. Publ: Carolyn Haight, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Wednesday Sept. 15 9:30 A.M.	PRESS PREVIEW: CUSTOM-ORDER ORIGINALS Showing of Fall and Winter collection of custom-made fashions. By invitation. Customers, Sept. 15 & 16 at 3:00 P.M. Publ: Nona James, CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Wednesday Sept. 15 10:30 A.M.	PRESS PREVIEW OF FALL ORIGINALS Preview for the press of Milgrim Fall originals. By invitation. (Customer showing, including designer fashions, at 2:30 P.M.) Contact: Rita Corey, CI. 7-7200. Fashion Show Publicity: Maud G. Moody, 347 Fifth, LE. 2-5562.	MILGRIM	3RD FLOOR
Wednesday Sept. 15 12:30 P.M. Luncheon	FASHION SHOW AT PRIVATE LUNCHEON Fashions at Bonwit Teller's during luncheon for International Congress of Ophthalmology. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 15 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Arnold Constable will present a fashion show during luncheon, in celebration of their 129th Anniversary. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publ.: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 15 3:00 P.M. Cocktails	PREVIEW: FALL CUSTOM- ORDER & READY-TO-WEAR The Fall custom-order and ready-to-wear collections will be presented to the press. By invitation only. Contact: Mrs. Ruth Lynford, EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Wednesday Sept. 15 3:30 P.M. Cocktails	PRESS PREVIEW: 1955 SWIM FASHIONS Caltex of California will preview their 1955 "Beach Blossom" collection of swim fashions. <u>Showing at 4:00 P.M.</u> By invitation only. Contact: Elaine Warden at Caltex, MU. 9-2100.	CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Sept. 15 5:30 P.M.- 7:30 P.M. Champagne	PRESS PRESENTATION OF "CHAMPAGNE HOUR TWEEDS" Showing of tweed fashions for Fall 1954 from leading American designers, presented by The Wool Bureau in cooperation with the Champagne Producers of France. By invitation only. Publicity: Betty Tanner, PL. 7-5092.	THE WOOL BUREAU, INC. (16 WEST 46TH STREET)	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 16 9:00 A.M. Breakfast	PRESS PREVIEW: FALL READY-TO-WEAR FASHIONS Martin's will present their Fall ready-to-wear fashions to the press. <u>Showing at 9:30 A.M.</u> By invitation only. Customer showing at 2:30 P.M. on the 3rd floor. Publicity: Rita Dobbins, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	6TH FLOOR EXECUTIVE OFFICE
Sept. 16	MAINBOCHER'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 1).		
Thursday Sept. 16 12:30 P.M. Luncheon	IMPORT COLLECTION AT LUNCHEON SHOWING Presentation of French & Italian imports and Macy's counterparts during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. (Customer showing, Macy's Little Shop, 2nd floor, by ticket only, Mon., Sept. 20 and Tues., Sept. 21 at 2:30 P.M.). Macy's Publ.: Helen Law or Barbara Gray, CH. 4-2000, Ext. 2431. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	MACY'S NEW YORK	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 16 1:00 P.M. Luncheon	KNITTED FASHIONS IN VOGUE PATTERNS McCutcheon's will present a luncheon showing of knitted fashions in Vogue patterns; yarns and tweeds from Armstrong-Jaeger and Pringle. Press by invitation. Public by reservation; contact: PL. 9-3000. McCutcheon's Publ.: Beth Morgan, EL. 5-1000. Armstrong-Jaeger and Pringle Publ.: The Miles, LO. 4-5150. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JAMES McCUTCHEON & CO.	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 16 3:00 P.M.	PREVIEW OF HOLIDAY COLLECTION Preview of Felix Safian junior dresses and Tween Jane dressy separates. By invitation only. <u>Daily trade showings thereafter at 11:00 A.M. and 2:00 P.M.</u> Contact: Elliot Turgan at Felix Safian, WI. 7-8262.	FELIX SAFIAN; TWEEN JANE	1375 BROADWAY SHOWROOM - 9TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Sept. 17 12:00 Noon Luncheon	IMPORT FASHIONS AT LUNCHEON SHOW "Report on Paris Collections" by Carmel Snow, Editor of "Harper's Bazaar". Also, Fall presentation of imports. Co-Chairmen, Ready-To-Wear Division, Alice Burrows and Adelia B. Ellis. Price: \$7.50 for members; \$10.00 for guests-one guest to a member. (Reservations must be made by mail; no tickets will be sold or exchanged at door). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALL ROOM
Sunday Sept. 19- Sept. 24	MARKET WEEK IN MIAMI BEACH The Miami Fashion Council will show Cruise and Resort fashions during Market Week. Contact: Miami Fashion Council, 924 Lincoln Rd., Miami Beach.	MIAMI FASHION COUNCIL	DI LIDO HOTEL MIAMI BEACH, FLORIDA
Monday Sept. 20 10:00 A.M. Breakfast	PRESS PREVIEW: SELECTION OF "MISS SWEATER GIRL" Selection of "Miss Sweater Girl, 1954 and 1974" and "Mr. Sweater Guy" at the opening of <u>National Sweater Week, Sept. 20-25.</u> By invitation only. Publicity: Betty Tanner, The Wool Bureau, 16 W. 46th St., PL. 7-5092; or Charles Reichman, Nat'l Knitted Outerwear, 386 Fourth Ave., MU. 3-7520.	THE WOOL BUREAU; NAT'L KNITTED OUTERWEAR	WALDORF-ASTORIA WEST FOYER
Monday Sept. 20 11:00 A.M.	PRESS PREVIEW OF FALL & WINTER FURS Esther Dorothy will preview her Fall and Winter furs to the press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY (68 E. 56TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILLION
Monday Sept. 20 1:00 P.M. Luncheon	LUNCHEON SHOWING: IMPORTS AND COPIES Gimbels will present a fashion show of their International imports and copies during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels Publ: Ellen Eskin or Harry Cohn, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE & PERSIAN RMS.
Tuesday Sept. 21 9:00 A.M. Breakfast	PREVIEW OF 1955 SWIMSUIT COLLECTION Breakfast preview of Jantzen's 1955 collection of swimsuits and sunclothes for men and women. <u>Showing at 9:30 A.M. (Note Change of Date and Place.)</u> By invitation. Contact: Karin Johnson, 261 Madison Ave., OX. 7-2797.	JANTZEN, INC.	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 21 9:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER COLLECTION Knize will invite the press to a showing of the custom-order collection for Fall and Winter. By invitation only. Publ: Eleanor Lambert, MU. 8-2130.	KNIZE, INC.	24 EAST 56TH STREET SALON
Tuesday Sept. 21 10:00 A.M.	PRESS PREVIEW OF RESORT COLLECTION Christian Dior-New York will present their Resort collection to the press. By invitation only. <u>Trade showings Sept. 21, 22, 24, 28 at 2:30 P.M.</u> Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE
Tuesday Sept. 21 11:00 A.M.	PRESS PREVIEW OF READY-TO-WEAR FASHIONS Showing of Bernard Newman's Fall ready-to-wear collection. By invitation. only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 21 3:00 P.M.	PRESS PREVIEW OF FUR COLLECTION Preview for the press of the Maximilian Fall and Winter fur collection. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	MAXIMILIAN FUR CO., INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
Tuesday Sept. 21 3:00 P.M.	PREVIEW: RESORT & CRUISE SWIMSUITS Showing of the Gantner of California Swimsuit collection for Resort and Cruise. By invitation only. Contact: Edith Skemp at Gantner, 1453 Mission St., San Francisco; or N.Y. Showroom, WI. 7-0987.	GANTNER OF CALIFORNIA	1410 BROADWAY SHOWROOM - 15TH FLOOR
Wednesday Sept. 22 9:30 A.M. Breakfast	PREVIEW: FALL-WINTER CUSTOM FUR COLLECTION Presentation of Fall and Winter custom fur collection. <u>Show at 10:00 A.M.</u> By invitation only. Publicity: Mary Kelley, PL. 3-7111.	JACK STEIN HAUTE COUTURE FURS	660 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Sept. 22 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FURS Revillon Freres will preview their Fall and Winter Custom-Order furs. By invitation. Contact: Mr. W. C. Paige at Revillon, PL. 9-5504.	REVILLON FRERES	11 WEST 57 STREET SALON
Wednesday Sept. 22 12:30 P.M. Luncheon	FALL AND CRUISE DESIGNER FASHIONS "Salute to Fashion" honoring fashion fabric creators--Milton C. Blum, Inc.; Chantilly Textiles Corp.; Cohn-Hall-Marx; Cortley Fabrics; Elgin Fabrics; Fabrex, Inc.; Hafner Fabrics; Maxine Fabrics Co.; Herbert Meyer, Inc.; Rhode Island Fabrics; Stehli & Co., Inc.; Waldburger & Co., Inc. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aberfoyle contact: The Miles, 58 W. 40th St., LO. 4-5150. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ABERFOYLE MFG. (PHILA.) (MFRS. OF COTTON YARN)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 22 12:30 P.M. Luncheon	PREVIEW OF FALL READY-TO-WEAR FASHIONS Bloomingdale's "Green Room" fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale's Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 22 4:00 P.M.- 7:00 P.M.	FALL FASHIONS MADE WITH PELLON The Pellon Corp. will invite buyers and press to a cocktail showing of Fall fashions made with Pellon. By invitation. Publ: Eleanor Lambert, MU. 8-2130.	PELLON CORP. (350 FIFTH AVE.)	HOTEL PIERRE GRAND BALLROOM
Wednesday Sept. 22 4:30 P.M.- 6:30 P.M. Cocktails	PREVIEW OF 1955 SWIMSUIT COLLECTION Cocktail preview of Catalina's 1955 collection of swimsuits and playclothes. <u>Showing at 5:15 P.M.</u> By invitation only. Commentator: Bette Beck at Catalina. Publicity: Virginia Dickson at Catalina, LA. 4-8017.	CATALINA, INC. (358 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
Thursday Sept. 23 12:30 P.M. Luncheon	SHOWING OF WRAGGE FASHIONS FOR FALL Presentation of B.H. Wragge fashions for Fall, available at Bonwit Teller. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 23 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Fall fashions by Pauline Trigere, and available at Lord & Taylor, will be shown during luncheon. Press by invitation. Public by reservation. Contact: Headwaiter, EL. 5-3000. Trigere Contact: LO. 3-1600. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	TRIGERE, INC. (550 SEVENTH AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 23 12:30 P.M. Luncheon	SPECIAL LUNCHEON FOR BEAUTY EDITORS Newest beauty secrets of the "Mademoiselles de Paris" will be introduced to the press at a luncheon. By invitation only. Publicity: Pauline Parker at Maybruck Associates, 16 E. 41st St., LE. 2-9994.	L'OREAL de PARIS	HOTEL PIERRE ROOF GARDEN
Thursday Sept. 23 1:00 P.M. Luncheon	FASHIONS BY BALMAIN DURING LUNCHEON De Pinna will present Fall fashions by Pierre Balmain during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Claire McIntosh, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 23 3:30 P.M. Cocktails	PRESS PREVIEW: 1955 SWIMSUIT COLLECTION "Flexees Haitian Mardi Gras"--showing at 4:00 P.M. of 1955 swimsuits reflecting the "hues and moods of the Magic Isle." By invitation only. Contact: Patricia Doering at Flexees, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Friday Sept. 24 11:00 A.M.	HOLIDAY ACCESSORIES AND RESORT FORECAST A press preview of men's and women's accessories designed by Brooke Cadwallader. By invitation. Publ.: Grace de Mun, 927 Fifth, RE. 7-4206.	BROOKE CADWALLADER, INC.	120 EAST 55TH STREET SALON
Sept. 26	DAYLIGHT SAVING TIME ENDS (Set clocks back one hour).		
Monday Sept. 27 11:00 A.M.	PREVIEW: IMPORTED GIFTS & ANTIQUES Bergdorf Goodman will invite the press to a preview of imported gifts and antiques. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Sept. 28	ROSH HASHONAH -- First Day of Jewish New Year (Tuesday).		
Tuesday Sept. 28 12:30 P.M. Luncheon	IRENE OF CALIFORNIA FALL COLLECTION Showing of Fall fashions by Irene of California, available at Gunther Jaeckel. Press by infitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
Sept. 29	ROSH HASHONAH -- Second Day of Jewish New Year (Wednesday).		
Thursday Sept. 30 9:00 A.M. Breakfast	PREVIEW OF 1955 SWIM FASHIONS Cole of California's 1955 collection of swim and after-swim fashions for misses, juniors and children, will be presented to the press and buyers. <u>Showing promptly at 9:30 A.M.</u> By invitation only. Publicity: Margot Mallary, 2615 Fruitland Ave., Los Angeles 58; or N.Y. contact: BR. 9-6377.	COLE OF CALIFORNIA, INC. (LOS ANGELES)	HOTEL PIERRE COTILLION ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday October 1 12:00 Noon	PREVIEW OF RESORT AND SPRING COLLECTION David Crystal will preview their Resort and Spring suits and dresses for press and resident buyers. By invitation. Publ.: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC. (498 SEVENTH AVENUE)	PLACE TO BE ANNOUNCED
Monday October 4 1:00 P.M. Luncheon	FALL & WINTER FURS DURING LUNCHEON Gunther Jaeckel will present Fall and Winter furs during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Plaza Fashion Director: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.	GUNTHER JAECKEL	HOTEL PLAZA PERSIAN ROOM
Wednesday October 6 12:30 P.M. Luncheon	FASHIONS BY VARDEN PETITE Bloomingdale's will present Fall fashions by Varden Petite during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
October 7	YOM KIPPUR -- Jewish Day of Atonement (Thursday).		
Friday October 8 11:00 A.M.- 4:00 P.M.	PRESS PREVIEW OF SPECIAL EXHIBITION "The Fine Art of Costume"--a special exhibit of costumes and accessories from the 16th Century through the 19th Century, as they reflect the ways and manners imposed by social demands. (<u>Working Press Preview of Dress Rehearsal for Coty-American Fashion Critics' Award Will Coincide With This Showing--see below for details</u>). Museum Publ.: Floyd Rogers, TR. 9-5500.	COSTUME INSTITUTE, METROPOLITAN MUSEUM	FIFTH AVE. & 82ND ST. 83RD ST. ENTRANCE

OPENING OF RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.
(Formerly THE SPORTSWEAR GUILD)

Beginning	ADLER & ADLER, INC.	550 Seventh Avenue	BR. 9-9600
Monday	DAVIDOW	550 Seventh Avenue	PE. 6-6909
October 11	DAVID M. GOODSTEIN, INC.. . . .	498 Seventh Avenue	LA. 4-2577
	KANE-WEILL	498 Seventh Avenue	LO. 5-3041
	ZOLTAN ROSENBERG CO.	550 Seventh Avenue	LA. 4-6691
	SPORT-CRAFT, INC.	550 Seventh Avenue	LA. 4-9724
	STAR-MAID DRESSES	498 Seventh Avenue	PE. 6-0444
	Contact individual manufacturers		

Monday October 11 4:00 P.M. Cocktails	PREVIEW OF 1955 SWIM FASHIONS Sea Nymph's 1955 swim fashions will be presented to the press. <u>Showing at 4:30 P.M.</u> By invitation. Contact: Helen Rothman at Jack Shor, WI. 7-6700.	SEA NYMPH SWIMSUITS BY JORDAN MFG. CO.	HOTEL PLAZA BAROQUE ROOM
Monday October 11 9:00 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD Presentation of the Twelfth Annual American Fashion Critics' Award, sponsored by Coty, Inc. Preceding the award presentation, there will be a private showing at 8:00 P.M. of the Costume Institute's special exhibition, "The Fine Art of Costume." (Working press invited to cover Dress Rehearsal Friday, Oct. 8, at 11:00 A.M. to 4:00 P.M.--to coincide with Press Preview of special Costume Exhibit--see above). Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM 5TH AVE. & 82ND ST.

MOVIES...MUSIC...THEATRE...BALLET

- Beginning Tuesday Sept. 7 SECOND WEEK: N.Y. CITY BALLET N.Y. CITY CENTER, 131 WEST 55TH ST.
Tues... Sept. 7: CON AMORE, WESTERN SYMPHONY (world premiere), AFTERNOON OF A FAUN, FANFARE. Wed... Sept. 8: SWAN LAKE, A LA FRANCAIX, ORPHEUS, LA VALSE. Thurs... Sept. 9: FIREBIRD, THE CAGE, SYLVIA PAS DE DEUX, CAKEWALK. Fri... Sept. 10: CON AMORE, THE CAGE, HARLEQUINADE, CAKEWALK. Sat.. Mat.. Sept. 11: THE DUEL, SWAN LAKE, A LA FRANCAIX, PIED PIPER. Sat.. Eve.. Sept. 11: SERENADE, FILLING STATION, PAS DE TROIS, BOURREE FANTASQUE. Sun.. Mat.. Sept. 12: FIREBIRD, AFTERNOON OF A FAUN, WESTERN SYMPHONY, FANFARE. Sun.. Eve.. Sept. 12: INTERPLAY, ORPHEUS, SYLVIA PAS DE DEUX, LA VALSE. Tickets: \$1.50-\$3.60. Publ.: Phillip Bloom, CH.4-5185.
- Wednesday Sept. 15 OPENING: "DEAR CHARLES" MOROSCO THEATRE, 217 WEST 45TH ST.
 Richard Aldrich and Richard Myers, in association with Julius Fleischmann, will present Tallulah Bankhead in a new comedy by Marc-Gilbert Sauvajon and Frederick Jackson, adapted by Alan Melville. Featuring: Fred Keating, Hugh Reilly, Robert Clote, Werner Klemperer. Settings: Donald Oenslager. Publicity: Richard Maney, CI. 7-4646.
- Wednesday Sept. 15- Sept. 26 OPENING: "ICE CAPADES OF 1955" MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
 John H. Harris presents the fifteenth annual Ice Capades, featuring Humpty Dumpty on Ice, George Gershwin's American in Paris and other productions. Starring: Donna Atwood, Bobby Specht, Silvia and Michael. Prices: \$1.50-\$5.00. Publicity: Cliff Lewis, CO. 5-6800.
- Tuesday Sept. 21 OPENING: "A MIDSUMMER NIGHT'S DREAM" MET. OPERA HOUSE, B'WAY & 39TH ST.
 S. Hurok presents The Old Vic Company in William Shakespeare's comedy. Sept. 21 through Oct. 11; and Oct. 15 through Oct. 17. Starring Moira Shearer, Robert Helpmann, Stanley Holloway. Director: Michael Benthall. Scenery and costumes: Robin and Christopher Ironside. Music by Mendelssohn. Choreography: Robert Helpmann and Frederick Ashton. Presented by arrangement with Old Vic Trust Ltd., and the Arts Council of Great Britain. Tickets: \$1.10-\$6.00. Publ.: Martin Feinstein, PL. 9-6000.
- Wednesday Sept. 22 OPENING: "HOME IS THE HERO" BOOTH THEATRE, 222 WEST 45TH ST.
 The Theatre Guild's production of Walter Macken's drama, with Mr. Macken in the leading role and featuring Glenda Farrell, Pat O'Malley, Art Smith, Frances Fuller, Richard Lupino, Christopher Plummer, Ann Thomas. Director: Worthington Miner. Publicity: Nat Dorfman, LO. 3-0858.
- Thursday Sept. 23 OPENING: "ALL SUMMER LONG" CORONET THEATRE, 230 WEST 49TH ST.
 The Playwright's Co. will present Robert Anderson's new play starring John Kerr, June Walker, Ed Begley. Director: Alan Schneider. Settings: Jo Mielziner. Publicity: William Fields, PL. 7-6938 or PL. 7-6846.
- Wednesday Sept. 29 8:30 P.M. PREMIERE: "THE BAREFOOT CONTESSA" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
 Figaro, Inc. in association with Rizzoli-Haggiag, released by United Artists, will present the world premiere of Joseph L. Mankiewicz's romantic Technicolor drama starring Humphrey Bogart, Ava Gardner, Edmond O'Brien, Marius Goring, Rossano Brazzi, Valentina Cortesa. Premiere for the benefit of "Care"; price of tickets to be announced later. Open to public beginning, Thurs., Sept. 30. Written and directed by Mr. Mankiewicz. Gowns by Fontana. U-A Publicity: Tess Michaels, CI. 5-6000.